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By email

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Dear Chief Executives

Improving our data flows: an open data strategy for the water industry publication – Ofwat response

I am writing to share our response to the [Improving our data flows: an open data strategy for the water industry](#)

In our strategy [Time to act, together](#), we set out our goals to transform water companies' performance, to drive companies to meet long term challenges and for companies to provide greater public value for the benefits of water customers, communities and the environment. We continue to highlight the importance of the water sector embracing new thinking and innovation, and we consider that open data will play a central role. Our aspiration is that the sector demonstrates greater transparency, rebuilds trust and enables data driven actions which benefit customers, society and the environment.

Within that context, we welcome the development and publication of the new open data strategy for the water sector.

This strategy responds to our calls for a sector wide and collaborative approach to open data, as well as acknowledging the ownership that companies individually have for making progress. The document also responds to our 2023 publication [Open data in the water industry: making the change](#), providing a suitable framework for companies to build on.

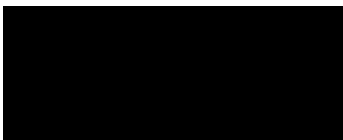
We welcome the framing of open data as a means of improving engagement, collaboration, innovation and trust in the sector and that the focus will be on finding valuable use cases to drive business performance and environmental stewardship. We continue to remind companies they have a clear legal obligation to be proactive in making environmental information publicly available in accessible electronic forms. We also agree that open data is a business-as-usual activity, and that it should become a routine part of the way the sector operates. We are concerned, however, that it has taken longer to get to this point than we envisaged, and we expect to see accelerated progress on all open data activities.

We call on each water company, whether current signatories to the open data sector strategy or not, to act on the delivery of its vision, principles, priorities and commitments. We also expect each company to develop their individual open data approaches and be clear in how

they support and deliver the sector's open data vision. We want to see progress, both in terms of the continued valuable collaboration through Stream and companies taking forward their own individual accountability for publishing open data.

We will be taking a proactive engagement and monitoring approach to ensure open data progress continues at pace. We will be asking companies for specific information and data around their open data strategic approach, forward plans, roadmaps and release schedules. We will directly engage with companies to discuss the levels of ambition, quality and success of their open data work. We look forward to seeing progress being delivered and your co-operation to enable our monitoring activities.

Yours sincerely



Helen Campbell
Senior Director, Sector Performance